

U.S. DEPARTMENT OF COMMERCE
International Buyer Program
1401 Constitution Avenue, N.W.
H2114
Washington, D.C. 20230

JULY 6, 2004

GROW YOUR TRADE SHOW WITH INTERNATIONAL ATTENDEES

Trade Show Organizers and Industry Sponsors looking to promote attendance and exhibitor exports sales can list their events in the Commerce Department's Commercial Service International Buyer Program calendar for events occurring in Fiscal Year 2006 (October 1, 2005 through September 30, 2006).

The International Buyer Program is a cost-recovery trade promotion program of the Commercial Service that works to attract foreign buyer delegations into U.S. trade shows and link them with exhibiting U.S. companies. The program expects to include 36 or more events in its schedule of worldwide event promotions to be undertaken by the 160 overseas and 107 domestic offices of the Commercial Service plus State Department Embassies and Consulates worldwide. Over the last two years, International Buyer Program events have attracted more than 150,000 buyers.

The International Buyer Program requires a contribution of \$8,000 (or \$12,000 if more than one International Business Center is desired) and agreement under a Memorandum of Understanding once client shows are selected.

Qualifications of applicants include that the event is a trade-only attendee exhibition, and that it not be a first time exhibition. Deadline for applications is September 6, 2004.

To facilitate applications, a downloadable copy of the application packet will be available shortly on the Commercial Service website: www.export.gov. Firms interested in receiving an application packet directly should contact: Jim Boney at 202-482-0146 by telephone, or fax their request to International Buyer Program at 202-482-0115, or by e-mail to Jim.Boney@mail.doc.gov.

July 6, 2004

Dear *International Buyer Program* Applicant:

The U.S. Department of Commerce is currently accepting applications for the *International Buyer Program*. We are pleased to provide you with this application kit for your use in gaining consideration for inclusion on our schedule for fiscal year 2006.

The *International Buyer Program* will select approximately 36 domestic trade shows for Fiscal Year 2006 (October 1, 2005 through September 30, 2006). The program encourages the export of U.S.-made products by matching international buyers with domestic firms. We work closely with show organizers to promote attendance at selected events on a worldwide basis through our overseas offices as well as provide on-site management of International Business Centers (IBCs). Each selected show is required to pay a fee of \$8,000 (\$12,000 for shows with multiple IBCs).

To apply, please submit two copies (on company letterhead) of the information requested in the enclosed application. Also, please submit a copy of your application on a 3.5" diskette, or as an email attachment with confirmed receipt. (The application should be saved on the diskette, or transmitted as an ASCII (DOS) Text file or Microsoft Word document). **NOTE:** If downloading from the website, please remember to submit an ASCII (DOS) text copy of your application on a 3.5" diskette or email attachment, in addition to the two hard copies.

Applications must be received on or before **September 6, 2004**. Late applications will not be considered. Applicants submitting incomplete applications will be notified of any deficiencies in their applications and their applications will not be considered unless the missing information is provided. Applications may be submitted via email. Such email submissions must be followed by delivery of a signed original application within seven days to be considered.

Please send all applications to Jim Boney, U.S. Department of Commerce, International Buyer Program, 14th & Constitution Ave., NW, Room 2107, Washington, D.C. 20230. **It is strongly suggested that all applications be sent via overnight mail to ensure on-time delivery. Alternatively applicants may transmit their application as an email attachment.**

Please review the enclosed application, Memorandum of Understanding (MoU) and Federal Register Notice for more information about the program.

Please note that the MoU is a generic copy enclosed **for information purposes only**. Those applicants whose shows are selected will receive an MoU altered specifically for that show.

If you have any questions regarding the application process, please feel free to contact Jim Boney at tel: 202-482-0146, fax: 202-482-0115/0872, or e-mail: to: Jim.Boney@mail.doc.gov.

Sincerely,

Jim Boney
Manager
International Buyer Program

INTERNATIONAL BUYER PROGRAM APPLICATION FY 2006
(Submit on letterhead - two copies)

1. Name of Show.
2. Site of Show.
3. Dates of Show. Indicate if show is held annually, biennially, or some other designated frequency.
4. Name, address, phone number, fax number and e-mail address, if applicable, of applicant.
5. Name, address, phone number, fax number and e-mail address, if applicable, of applicant contact.
6. Name, address, phone number, fax number and e-mail address, if applicable, of show sponsor (trade associations, national or state government, etc.). If applicable, list any co-sponsors or federal/state/private partnerships.
7. Provide a description of the show. Characterize the role or importance of the event for the industry (e.g., what makes this show unique for the industry as compared to other U.S. or international shows).
8. Explain how this particular show includes products with high export potential and provide corresponding export statistics for the past two years.
9. Specify the net square footage of paid exhibit space for the past two shows.
10. Specify the number of total exhibitors at each of the past two shows. Indicate the number of domestic and international exhibitors at each.
11. Specify the total number of professional attendees at each of the past two shows. Indicate the number of domestic and international attendees at each of the past two shows. Also include the number of countries represented at past two shows. **Do not** include exhibitor attendance in these figures.
12. Are the above statistics independently audited? If so, by whom?
13. State any admission fees for show attendees and indicate if there are, or will be, reduced or waived fees for international attendees. Indicate if this reduction in fees will apply to both international attendees who arrive independently as well as those who are part of U.S. delegations.
14. Give a description of any technical programs, conferences or tours offered to international attendees and the corresponding cost (if applicable).
15. State the product categories which will be displayed on the exhibit floor.
16. Describe the audience profile of potential international customers. For example, are there target countries, industries, professions, or technical level?
17. Describe previous marketing efforts utilized to promote this event overseas and any proposed international marketing plan for the FY2004 show (e.g., use of overseas trade associations, publications, travel agents, etc.). Applicant should describe how it intends to increase international attendance. Applicant may offer, for example, any or all of the following: an international lounge and related services; competitive travel packages; plant tours; international receptions.



18. Submit one set of all show promotional literature, with a catalog from the previous show.

Applicant must type the following and submit with the appropriate signature: "The above information is correct and the applicant will abide by the terms set forth in this Notice of Call for Applications for the FY2006 IBP (October 1, 2005 through September 30, 2006)."

Public reporting for this collection of information is estimated to be 190 minutes per response, including the time for reviewing instructions, and completing and reviewing the collection of information. All responses to this collection of information are voluntary, and will be provided confidentially to the extent allowed under the Freedom of Information Act. Notwithstanding any other provision of law, no person is required to respond to nor shall a person be subject to a penalty for failure to comply with a collection of information subject to the requirements of the Paperwork Reduction Act unless that collection of information displays a current valid OMB Control Number. Send comments regarding the burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to the Reports Clearance Officer, International Trade Administration, Department of Commerce, Room 4001, 14th and Constitution Avenue, N.W., Washington, D.C. 20230.

[Federal Register: July 6, 2004 (Volume , Number)]

[Notices]

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From the Federal Register Online via GPO Access [wais.access.gpo.gov]

[DOCID:fr13jn03-50]

DEPARTMENT OF COMMERCE

International Trade Administration

[Docket No.]

International Buyer Program Support for Domestic Trade Shows

AGENCY: International Trade Administration.

ACTION: Notice and call for applications for the FY 2006 International Buyer Program.

SUMMARY: This notice sets forth objectives, procedures and application review criteria associated with the International Buyer Program (IBP) of the U.S. Department of Commerce (DOC), to support domestic trade shows. Selection is for the International Buyer Program for Fiscal Year 2006 (October 1, 2005 through September 30, 2006).

The IBP was established to bring international buyers together with U.S. firms by promoting leading U.S. trade shows in industries with high export potential. The IBP emphasizes cooperation between the DOC and trade show organizers to benefit U.S. firms exhibiting at selected events and provides practical, hands-on assistance such as export counseling and market analysis to U.S. companies interested in exporting. The assistance provided to show organizers includes worldwide overseas promotion of selected shows to potential international buyers, end-users, representatives and distributors. The worldwide promotion is executed through the offices of the DOC United States and Foreign Commercial Service (hereinafter referred to as the Commercial Service) in approximately 74 countries representing America's major trading partners, and also in U.S. Embassies in countries where the Commercial Service does not maintain offices. The Department expects to select approximately 36 shows for FY2006 from among applicants to the program. Shows selected for the IBP will provide a venue for U.S. companies interested in expanding their sales into international markets.

DATES: Applications must be received by September 6, 2004. Contributions (discussed below) are for shows selected and promoted during the period between October 1, 2005, and September 30, 2006.

ADDRESSES: Export Promotion Services/International Buyer Program, Commercial Service, International Trade Administration, U.S. Department of Commerce, 14th & Constitution Avenue, NW., H2107, Washington, DC

20230. Telephone: (202) 482-0146 (For deadline purposes, facsimile or email applications will be accepted as interim applications, to be followed by signed original applications).

FOR FURTHER INFORMATION CONTACT: Jim Boney, Manager, International Buyer Program, Room 2107, Export Promotion Services, U.S. and Foreign Commercial Service, International Trade Administration, U.S. Department of Commerce, 14th & Constitution Avenue, NW., Washington, DC 20230. Telephone: (202) 482-0146; Fax: (202) 482-0115; E-mail: Jim.Boney@mail.doc.gov.

SUPPLEMENTARY INFORMATION: The Commercial Service is accepting applications for the International Buyer Program (IBP) for events taking place between October 1, 2005, and September 30, 2006. A contribution of \$8,000 for shows of five days or less is required. For shows requiring more than one International Business Center, a contribution of \$12,000 is required.

Under the IBP, the Commercial Service seeks to bring together international buyers with U.S. firms by selecting and promoting, in international markets, U.S. domestic trade shows covering industries with high export potential. Selection of a trade show for the IBP is valid for one event, i.e., a trade show organizer seeking selection for a recurring event must submit a new IBP application to be considered for each occurrence of the event. Even if the event occurs more than once in the 12-month period covering this announcement, the trade show organizer must submit a separate application for each event.

The Commercial Service will select approximately 36 events to support between October 1, 2005, through September 30, 2006. The Commercial Service will select those events that, in its judgment, most clearly meet the Commercial Service's statutory mandate to promote U.S. exports, especially those of small and medium size enterprises and that best meet the selection criteria articulated below.

Successful show organizer applicants will be required to enter into a Memorandum of Understanding (MoU) with the DOC. The MoU constitutes an agreement between the DOC and the show organizer specifying which responsibilities are to be undertaken by DOC as part of the IBP and, in turn, which responsibilities are to be undertaken by the show organizer. Anyone who requests information regarding applying will be sent a copy of the MoU along with the application package. The responsibilities to be undertaken by DOC will be carried out by the Commercial Service.

The Department selects trade shows to be IBP partners that it determines to be leading international trade shows appropriate for participation by U.S. exporting firms and for promotion in overseas markets by U.S. Embassies and Consulates. Selection as an IBP partner does not constitute a guarantee by the U.S. Government of the show's success. IBP partnership status is not an endorsement of the show organizer except as to its international buyer activities. Non-selection should not be viewed as a finding that the event will not be successful in the promotion of U.S. exports.

Exclusions: Trade shows that are either first-time or horizontal (non-industry specific) events will not be considered.

General Selection Criteria: The Department will select shows to be IBP partners that, in the judgment of the Department, best meet the following criteria:

(a) Export Potential: The trade show promotes products and services from U.S. industries that have high export potential, as determined by DOC sources, e.g., Commercial Service best prospects lists and U.S.

export statistics (certain industries are rated as priorities by our domestic and international commercial officers in their Country Commercial Guides).

(b) International Interest: The trade show meets the needs of a significant number of overseas markets and corresponds to marketing opportunities as identified by the posts in their Country Commercial Guides (e.g., best prospect lists). Previous international attendance at the show may be used as an indicator.

(c) U.S. Content of Show Exhibitors: Trade shows with exhibitors featuring a high percentage of U.S. products or products with a high degree of U.S. content will be preferred. To be considered ``U.S.'', products and services to be exhibited must be produced or manufactured in the U.S., or if produced or manufactured outside of the U.S., the products or services must contain at least 51% U.S. content and must be marketed under the name of a U.S. firm.

(d) Stature of the show: The trade show is clearly recognized by the industry it covers as a leading event for the promotion of that industry's products and services, both domestically and internationally, and as a showplace for the latest technology or services in that industry or sector.

(e) Exhibitor Interest: There is demonstrated interest on the part of U.S. exhibitors in receiving international business visitors during the trade show. A significant number of U.S. exhibitors should be new-to-export or seeking to expand sales into additional international markets.

(f) Overseas Marketing: There has been a demonstrated effort to market prior shows overseas. In addition, the applicant should describe in detail the international marketing program to be conducted for the event, explaining how efforts should increase individual and group international attendance. Planned cooperation with Visit USA Committees overseas is desirable.

(g) Logistics: The trade show site, facilities, transportation services, and availability of accommodations are in the stature of an international-class trade show.

(h) Cooperation: The applicant demonstrates a willingness to cooperate with the Commercial Service to fulfill the program's goals and to adhere to target dates set out in the MoU and the event timetable, both of which are available from the program office (see FOR FURTHER INFORMATION section above on when, where, and how to apply). Past experience in the IBP will be taken into account in evaluating current applications to the program.

Legal Authority: The Commercial Service has the legal authority to enter into MoUs with for-profit show organizers and other groups (partners) under the provisions of the Mutual Educational and Cultural Exchange Act of 1961 ((MECEA), as amended (22 U.S.C. Section 2455(f)) MECEA allows the Commercial Service to accept contribution of funds and services from firms for the purposes of furthering its mission. The statutory program authority for the Commercial Service to conduct the International Buyer Program is 15 U.S.C. 4724.

The Office of Management and Budget (OMB) has approved the information collection requirements of the application to this program under the provisions of the Paperwork Reduction Act of 1995 (44 U.S.C. 3512 et seq.) (OMB Control No. 0625-0151). Notwithstanding any other provision of law, no person is required to respond to nor shall a person be subject to a penalty for failure to comply with a collection of information subject to the requirements of the Paperwork Reduction Act unless that collection of information displays a currently valid

OMB Control Number.

Donald Businger,
Director, Office of Trade Event Programs, U.S. and Foreign
Commercial Service, International Trade Administration, Department of
Commerce.

[FR Doc. 03-15027 Filed 07-06-04; 8:45 am]

**MEMORANDUM OF AGREEMENT
BETWEEN THE
UNITED STATES AND FOREIGN COMMERCIAL SERVICE,
INTERNATIONAL TRADE ADMINISTRATION,
U.S. DEPARTMENT OF COMMERCE
AND
ADD NAME OF OTHER PARTY HERE**

**INTERNATIONAL BUYER PROGRAM
Fiscal Year 2006
(October 1, 2005 - September 30, 2006)**

I. PARTIES

This constitutes an agreement between the United States and Foreign Commercial Service (hereinafter referred to as the Commercial Service or CS), International Trade Administration (ITA) of the U.S. Department of Commerce (DOC), and Show Organizer, _____, for activities to be done by the CS Office of Trade Event Programs, Export Promotion Services, and Show Organizer, _____ under the International Buyer Program (IBP).

II. AUTHORITIES

The Commercial Service has the authority to engage in this project with _____ under:

- (1) The Mutual Educational and Cultural Exchange Act (MECEA) of 1961, (22 U.S.C. Sections 2455(f) and 2458 (c)), as incorporated into ITA's annual appropriations act, Public Law ____.
- (2) 15 U.S.C. Sections 4721 and 4724, which, respectively, provide that the Commercial Service shall promote U.S. exports, particularly by small businesses and medium-sized businesses (SMEs), and authorize the Department of Commerce to provide assistance to trade shows in the United States.

III. PURPOSE

Pursuant to this agreement, the parties will cooperate to promote the success of the International Buyer Program. The IBP was established to bring international buyers together with U.S. firms by promoting leading U.S. trade shows in industries with high export potential. The International Buyer Program benefits U.S. firms exhibiting at selected events and provides practical, hands-on assistance such as export counseling and market analysis to U.S. companies interested in exporting.

IV. RESPONSIBILITIES OF THE PARTIES

Specific Responsibilities of the Department of Commerce: For each International Buyer Program Show, the Commercial Service will:

- (a) Designate a Project Officer as a central contact to work with the Show Organizer on all aspects of promotion abroad and international buyer assistance at the show. The Project Officer will work closely with the Show Organizer's contact to develop an overall promotional timetable to promote the event.
- (b) Advise and work closely with all interested U.S. Embassies and Consulates to encourage maximum trade show promotion and exposure for those exhibitors indicating export interest.
- (c) Promote industry trade show participation through announcement in media with international availability (e.g., regional and embassy commercial newsletters, and Commercial Service websites).
- (d) Provide the Show Organizer with a functional floorplan of the DOC-designed hard panel system International Business Center (IBC), including furniture requirements, DOC office, conference rooms, lounge area, storage area, and relevant equipment.
- (e) Upon request, provide the Show Organizer with samples of multi-language brochures. Provide in electronic format (e.g. Excel ® spreadsheet), up-to-date U.S. Embassy/Consulate addresses for mailings, e-mailings, and U.S. Government shipping instructions. Coordinate requests for quantities of multi-language brochures required by international posts.
- (f) Provide the Show Organizer, in electronic format, promotional articles about the International Buyer Program and the services available to U.S. exhibitors and international visitors at the International Business Center. Coordinating with the Show Organizer, and using the most effective medium (e-mail, fax, postal letter), communicate to all U.S. exhibitors at least one month before the show to promote the IBC and the benefits of the program.

- (g) Request Commercial Service domestic field units in the United States to provide export counseling or specific marketing information to those U.S. participants that have indicated a need for such counseling before and during the show.
- (h) Give permission for the use of the IBP logo on exhibitor facilities at the event and on promotional materials printed and electronic) for the specific event, such use being in all cases subject to prior approval by IBP Project Officer.
- (i) Provide a final show report to the Show Organizer not later than 120 days after the show. This report will include data collected by the Show Organizer as well as by reports resulting from post surveys reflecting IBP results.
- (j) Provide at the show site:
 - (1) At least one Project Officer who will provide primary management of the IBC, facilitate matching international buyers with exhibiting U.S. companies, and inform U.S. companies about U.S. Department of Commerce products and services and other government export assistance programs.
 - (2) At least one Trade Specialist from a Commercial Service Office and one Industry Specialist who will be available during the show to provide additional export counseling.
 - (3) Export counseling at the IBC to exhibitors.
 - (4) Assistance to international buyers to help meet their purchasing and representation objectives during the show.
 - (5) Commercial Service staff to participate, if appropriate, in special export promotion seminars specifically aimed at new-to-market and new-to-export firms exhibiting at the trade show.

Note: Any export-related seminars offered at the show should be coordinated with the Project Officer in Washington, DC, who will

provide assistance in planning, selection of speakers, execution, etc.

Specific Responsibilities of _____ :
The Show Organizer will:

- (a) Designate an official authorized to work with the International Buyer Program Project Officer on all aspects of the show promotion as well as a contact during the show to assist with international visitor information and product referral (matchmaking services). The Show Organizer must keep the DOC Project Officer informed of all public and/or private co-sponsors or cooperating entities engaged or active in the international promotion, and agrees to provide coordination between such organizations and the IBP.
- (b) Produce and distribute a multilingual promotional brochure in four or more languages, to be made available in both print and electronic versions; the former in quantities specified by the Project Officer for international distribution and the latter made available on the Show Organizer's show promotion website, in the "International" section. A draft of the brochure must be approved by the Project Officer prior to printing and include the IBP logo and information on the Show Program and the services available for the international buyer. These brochures must be printed not less than six months prior to the show.
- (c) Produce a one-page promotional advertisement promoting the show in print and electronic versions to be placed in Embassy print and electronic newsletters or other publications. The advertisement must be approved by the Project Officer, have the IBP logo prominently and appropriately displayed, and refer international firms to "the Commercial Section of the nearest U.S. Embassy or Consulate" for information on the show.
- (d) Provide to all Embassies and Consulates worldwide names, titles, company names, addresses and contact information, including e-mail addresses, of international attendees to the most recent show by country, preferably in Excel® format, most recent show directory/exhibits guide, and a press release directed to prospective international

attendees. This information should be included, where appropriate, in the shipment of Multi-language brochures. Copies of promotional advertisement, promotional video, computer presentations, etc., also should be made available.

- (e) Develop a program to promote the show internationally and describe international marketing efforts to be made for the event for which IBP support is being sought. The program must describe how show management expects to increase individual or group international attendance. The program may include, for example, competitive travel packages; international receptions; waived or reduced admission fees for international attendees to the exhibition or conference; or express willingness to provide funding to posts for special promotional initiatives when such additional efforts are mutually agreed upon. Waived or reduced admission fees are required for international attendees who are members of Embassy recruited delegations, either led by an Embassy staff member, or, having been recruited by the Embassy. Delegation leaders must also be provided complimentary admission to the event.
- (f) For each International Business Center (IBC) (see (k) below) Within the same venue, provide executive-level complimentary housing for at least three (3) Commerce Department staff representatives who will constitute the event staff to manage and operate each IBC. Should an additional IBC be required in a separate venue, executive level complimentary housing for three additional Commerce Department staff representatives will be required. Also provide complimentary housing to any Commercial Service of State Department international staff person organizing and leading a delegation of fifteen or more members, unless alternative arrangements are mutually concluded between the Commercial Service and the Show Organizer. Whenever possible, delegation leaders should be housed in the same hotel as their delegation.
- (g) Additional complimentary housing should be provided to supplemental staff leading and/or supporting large delegations (30 or more buyers).
- (h) Provide international posts with hotel information at least six months prior to the event. Coordinate hotel reservations arrangements. Coordinate with U.S. Embassies

and/or their designated travel agents for the reservation of blocks of hotel rooms for Embassy delegations.

- (i) With guidance from the Project Officer, and using the most appropriate media for communicating with Show Exhibitors, prepare and distribute an information letter and form to Collect exhibitor data on U.S. firms interested in meeting with international business visitors. The form should be sent to U.S. exhibitors approximately five months before the show to determine the exhibiting firm's interest in exporting and their specific international marketing objectives, geographic areas of interest of the company, along with the name of the international marketing decision-maker who will be present at the exhibition, addressing details for the international decision-maker. U.S. exhibitors opting to respond must certify that the products and/or services they list on the form have at least 51% U.S. content (see (j)(4) by signing the data collection instrument.
- (j) Using information gained from the information survey (paragraph (i) above), develop and publish an Export Interest Directory with information on export interests of U.S. exhibitors.
 - (1) One copy (print or electronic) of the Export Interest Directory must be distributed to all domestic offices and all posts internationally, 30 days prior to the show. Printed copies shall be provided to all international attendees at the show. Computer product/exhibitor search facilities may not be substituted for the printed Export Interest Directory at the show.
 - (2) To assist international posts' promotional efforts, where possible, a copy of the current list of exhibiting firms will be provided in electronic format to international posts no less than thirty (30) days prior to the show start date.
 - (3) NOTE: The organizer may not charge exhibitors for inclusion in the directory, nor sell advertising space therein. Sponsorships may be sold to exhibitors listed in the Directory, however these must be uniform in size, limited to factual, non-comparative statements and appearing in an area of the Directory that preceeds and is separate from the listing of export-interested exhibitors.

- (4) NOTE: In accordance with DOC/IBP policy, products and services included in the Export Interest Directory must be either: (i) produced or manufactured in the United States, or, (ii) if produced or manufactured outside of the United States, must contain at least 51 percent U.S. content and must be marketed under the name of a U.S. firm.
- (5) Export Interest Directory information should be provided in the following formats: ASCII delimited, Microsoft Access, or Microsoft Excel. Provide the company name, contact name, contact title, address, city and state, zip code, telephone number, fax number, E-mail, Web site, products and geographical areas of interest."
- (k) Establish an International Business Center (IBC) at the show in a prominent location adjacent to the main registration area with conspicuous display of signage throughout the show to indicate its location. Signage at the IBC should prominently identify the DOC as operator of the facility for ____Show Organizer____. The IBC must consist of a separate registration area for international visitors (see item (m)), lounge area, no less than (3) conference rooms, and a business office for DOC officials. A separate office for Embassy delegation leaders is recommended for shows expecting more than five delegations. Unless otherwise agreed with the Project Officer, the Show Organizer will staff the IBC with interpreters covering no less than (7) languages including Spanish, Portuguese, Chinese, Japanese, Russian, French and German. DOC design specifications do not allow for pipe and drape at the IBC. A hard panel system is required (recommend clear/smoked walls as appropriate). The center should be equipped with at least one telephone and one additional line. Subject to mutual agreement, IBC's should be equipped with a large screen computer, a printer, and an Internet connection. A business service center (photocopying, facsimile service, typing, etc.) for attendees and exhibitors may be located within the IBC. Alternate names for the facility such as "Center for International Commerce" or "International Marketing Center" is permitted. Although it is understood that space availability will vary from show to show, the IBC should be a minimum of 1,600 sq. ft. in area. The project officer must be advised no later than 90 days from the event's opening date if the show organizer envisions a

space significantly (10% or greater) less than 1,600 sq. ft.

- (l) Provide for the Project Officer's review a proposed convention center floor layout indicating the location and dimensions of the IBC at least six (6) months prior to the event subject to IBP approval.
- (m) Provide all U.S. exhibitors with information about the IBC and DOC services prior to the show and encourage them to visit the IBC.
- (n) Include a one-page advertisement in the show directory/exhibitors guide highlighting the IBP and the IBC, and publish in the Show Daily or other affiliated industry publications, articles describing the IBP and the services provided at the IBC. The DOC may supply copy.
- (o) Establish a separate international registration area to ease the processing of all international attendees and to ensure DOC Project Officer's access to all international attendees at time of registration and to facilitate distribution of the Export Interest Directory and International Visitor Interest Cards. The registration area must be located within the IBC or adjacent to it.

Important: The Show Organizer must provide a cashier to process all international registration and seminar fees. DOC employees are not bonded and, therefore, cannot handle currency.

- (p) Develop or provide as part of the International Business Center capability a computer-based matchmaking system that captures the registration details of international visitors and that matches product, country, and type of business relationship data factors with exhibiting company profiles in the Export Interest Directory or overall show directory. Such matching systems, including computer search, retrieval and print capabilities are designed to help exhibitors seeking international representatives and overseas visitors seeking new suppliers to find each other. If an Organizer does not have such capabilities, the IBP staff will provide specifications and design information and/or the names of vendors offering such capabilities. Alternatively, the Organizer agrees to support more mechanical lead compilation and listing services through the printing and availability of international visitor/exhibitor

registration cards for posting and distribution within the International Business Center.

- (q) Distribute the Export Interest Directory to all international attendees.
- (r) Make available at low or nominal charge at the conclusion of the event, the compiled information from International Visitor Interest Cards to all U.S. exhibitors indicating an interest in international business.
- (s) Within three months following the show, send the following information to all U.S. embassies: "Thank you" letter with results of the IBP event (e.g. country attendance comparisons with the previous show), information on the next show, copies of the export interest and show directories, and printout, or electronic database of the International attendees sorted by their respective countries. A copy of the international attendees database should also be provided to the DoC Project Officer.
- (t) Upon notification of acceptance into the IBP, remit the appropriate contribution with signed Memorandum of Understanding (MoU). This payment is non-refundable, due and must be received within 30-45 days with signed MOU. For this recruitment period the contribution is \$8,000 per event except that for events requiring an additional IBC in a separate venue, the contribution will be \$12,000.

V. CONTACTS

The contacts of each party to this agreement are:

U.S. Department of Commerce, Global Trade
TBD

Trade Show Organizer
TBD

The parties agree that if there is a change regarding the information in this section, the party making the change will notify the other party in writing of such change.

VI. PERIOD OF AGREEMENT, MODIFICATION, AND OTHER PROVISIONS

This agreement will become effective when signed by both parties. The agreement will terminate on September 30, 2006, but may be amended or extended at any time by mutual written consent of the parties. ITA's participation beyond September 30, 2006 is contingent upon continued authorization for ITA to operate under the authority of MECEA.

Either party may terminate this agreement by providing 30 days written notice to the other party. In the event this agreement is terminated, each party shall be solely responsible for the payment of any expenses it has incurred. This agreement is subject to all applicable laws and regulations and the availability of appropriated funds.

Should disagreement arise on the interpretation of the provisions of this agreement, or amendments and/or revisions thereto, that cannot be resolved at the operating level, the areas of disagreement shall be stated in writing by each party and presented to the other party for consideration. If agreement on interpretation is not reached within thirty (30) days, the parties shall forward the written presentation of the disagreement to the agreement signatories or to their respective appropriate higher levels of management for resolution.

Show Organizer, Title

Date

Show Organizer, Title

Date

Show Organizer, Title

Date

Event Name

Donald Businger, Director
Office of Trade Event Programs
U.S. & Foreign Commercial Service
International Trade Administration
U.S. Department of Commerce

Date